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Your Librarian: Breaking Down Barriers with Emotional Design

Britt Fagerheim

Utah State University

Alex Sundt

Utah State University

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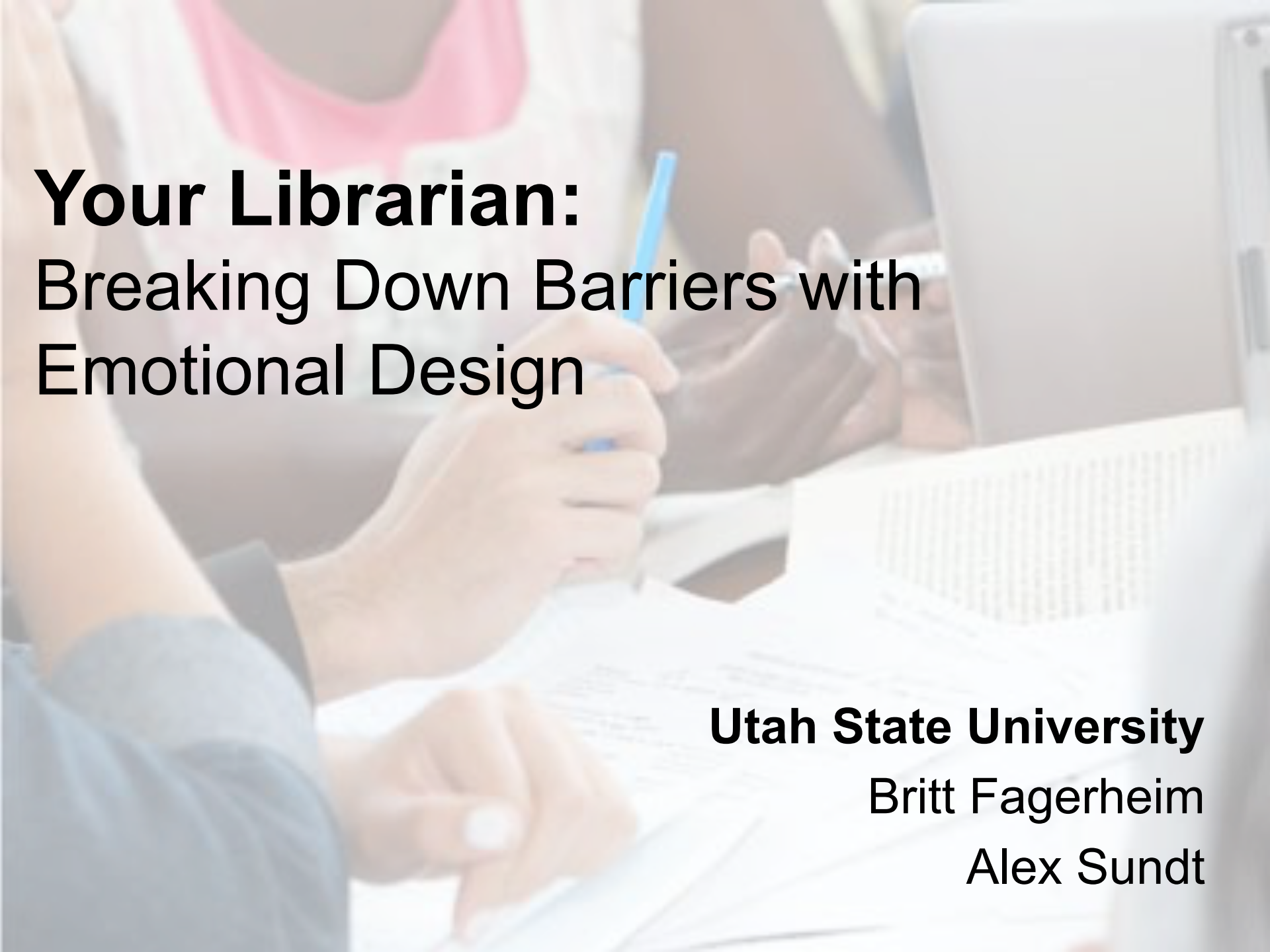
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The background of the slide is a blurred photograph of several people sitting at a table, working on a laptop. One person in the foreground is holding a blue pen over a document. The text is overlaid on the left side of the image.

Your Librarian: Breaking Down Barriers with Emotional Design

Utah State University
Britt Fagerheim
Alex Sundt

BOOK A LIBRARIAN

PUBLIC
ation

Did you know?

The Merrill-Cazier Library has expert librarians for every major and field of study here at USU.

If you need help researching, let us save you time and effort by booking a consultation today. Look for the Book a Librarian link on the library's homepage, library.usu.edu.

UtahStateUniversity
UNIVERSITY LIBRARIES



Subject Librarians

with
s, to

By Department/Program ~ Subject Librarian ~ Telephone Number

Click on librarian's name to view more contact information.

Ask



Accountancy

[Alex Sundt \(435\) 797-4170](#)

Aerospace Studies (Air Force ROTC)

[John Elsweiler \(435\) 797-2636](#)

Agricultural Systems Technology and Education

[Anne Hedrich \(435\) 797-2165](#)

Animal, Dairy and Veterinary Sciences

[Sandra Weingart \(435\) 797-0739](#)

Applied Economics

[Robert Heaton \(435\) 797-8042](#)

Art

[Jennifer Duncan \(435\) 797-8148](#)

Biological Engineering

[Pamela Martin \(435\) 797-2685](#)

Biology

[Betty Rozum \(435\) 797-2632](#)

Chemistry & Biochemistry

[Flora Shrode \(435\) 797-8033](#)

Intensive English Language Institute

[Erin Davis \(435\) 797-2075](#)

Interior Design

[Jennifer Duncan \(435\) 797-8148](#)

Journalism and Communication

[Liz Woolcott \(435\) 797-9458](#)

Landscape Architecture and Environmental Planning

[Jennifer Duncan \(435\) 797-8148](#)

Languages & Philosophy

[Becky Thoms \(435\) 797-0816](#)

Library Science

[Cheryl Adams \(435\) 797-2667](#)

Management

[Alex Sundt \(435\) 797-4170](#)

Management Information Systems

[Britt Anna Fagerheim \(435\) 797-2643](#)

Mathematics

[Kevin Brewer \(435\) 797-3961](#)

Usage Analysis

- Successful start to service
- Low conversion rates for form
- Other problems
 - **Book page:** Little context or explanation of service
 - **Subject Libs list:** Hidden, not well organized

Emotional Design

- What emotions are we communicating?
- What emotions are students coming in with?
- How to bring personality back into web design?

“reluctant to seek help from librarians”

IAN THE INDEPENDENT



Undergraduate, Traditional

Second year student, majoring
in Communications

*“My paper is almost done—I
just need two ‘scholarly articles’
for my works cited...”*

TECHNICAL



RESEARCH



MOTIVATION



EFFORT



KEY ATTRIBUTES

Drive-thru researcher

Usually waits until the last minute to start

Relies on peers and family network

Reluctant to seek help from librarians

GOALS

Mainly uses the library to study with peers

Values ease and convenience above quality

Wants to quickly locate “best bet” resources

Uses chat or Google if he’s struggling

FRUSTRATIONS

Feels stupid or nervous asking for help

Irritated when answers aren’t clear-cut

Frustrated that library databases aren’t
as simple or easy as Google

New Website Goals

- Combine into a single process: finding librarian and requesting a consultation
- Bring the personality of librarians front and center
- Improve ways to find a librarian with user-focused search options

New Website Goals

- Reduce service confusion and lower interaction costs for connecting with librarian
- Educate students that don't know about subject librarians
- Engage those that are reluctant to ask for help



Usability Testing:

Demographics

FIND A LIBRARIAN

Search for a Librarian

1 Search for an expert by name, subject area, or topic.

2 We'll get back to you asap and setup a meeting.

3 Get one-on-one help for your research needs!



Need help with a research paper?

Have questions about finding and evaluating sources?

Citations getting you down?

[Schedule a Consultation](#)

FIND A LIBRARIAN

Search for a Librarian

1 Search for an expert by name, subject area, or topic.

2 We'll get back to you asap and setup a meeting.

3 Get one-on-one help for your research needs!

Need help with a research paper?

Have questions about finding and evaluating sources?

Citations getting you down?

[Schedule a Consultation](#)

(e.g. Alec Baldwen, or Statistics)



Alec Baldwen

Accounting
Economics & Finance
Management & MIS

alec.Baldwen@usu.edu

(435) 797-4170

Room abc

[Book Me!](#)



Kevin Brewer

kevin.brewer@usu.edu

FIND A LIBRARIAN

1 Browse for an expert by subject area OR request a general consultation

2 We'll get back to you asap to setup a meeting

3 Get one-on-one help for your research needs!

Popular Subject Areas

[Animal, Dairy & Veterinary Science](#)

[Communication Disorders & Deaf Education](#)

[Engineering](#)

[English, Literature & Folklore](#)

[Education](#)

[History](#)

[Honors Program](#)

[Languages & Philosophy](#)

[Management](#)

[Mechanical & Aerospace Engineering](#)

[Psychology](#)

[Sociology, Social Work & Anthropology](#)

Need help with a research paper?

Have questions about finding and evaluating sources?

Citations getting you down?

[Schedule a Consultation](#)

[See All Subjects](#)



Usability Testing: Existing Knowledge & Expectations



Usability Testing: Response to Form and SL Label

Next steps

- Implement and keep testing the design
- Plan for ongoing analytics
- Focus group on labels & language

References

- Donald Norman, *Emotional Design: Why We Love (or Hate) Everyday Things*
- Aaron Walter, *Designing for Emotion.*
- Dimitry Fadeyev, “10 Useful Usability Findings and Guidelines.” *Smashing Magazine.*
- Quian Quiroga R., et al. (2005) “Invariant Visual Representation by Single Neurons in the Human Brain.” *Nature.* 435 (7045). 1102-7.